The Fifth Estate

C1750-1A

Broadcasting ϟ May 20

ASCAP DOES IT AGAIN & AGAIN & AGAIN

The Charts.....73%[1]
The Grammys..100%[2]
The Oscars.....100%[3]

1 ASCAP captured 73% of the combined 1984 year-end charts of Billboard, Cashbox & Radio & Records.
2 ASCAP members swept all songwriting categories 3 ASCAP members swept all music categories

54th Year 1985

$510 million for KTLA

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SRI ACQ
CONGRESSNL INFO SRV
4520 EAST-WEST HWY
BETHESDA MD 20814

Vol. 108 No. 20

Broadcasting May 20

Tribune buys KTLA for $510 million
Pfister resigns as CPB president
"At Large" with David Boies

SALE TOPPER □ Tribune Broadcasting purchases KTLA(TV) Los Angeles from Golden West for single-station record of $510 million. **PAGE 39.**

PROXY DETAILS □ Proxy statement in ABC/Capcities deal is released, with companies asking for waiver to keep TV's in New York and Philadelphia and encouraging minorities to bid on facilities up for sale. **PAGE 41.**

PFISTER OUT □ CPB President Edward Pfister resigns, citing flap over public broadcasting-backed trip to Soviet Union. **PAGE 42.**

ON THE BLOCK □ Publishing giant McGraw Hill is latest company to show interest in acquiring financially ailing UPI. **PAGE 44.**

COUNTERING LEGISLATION □ Ohio congressman introduces bill that would amend Communications Act to require counteradvertising for beer and wine ads. **PAGE 46.**

AFTER THE SUIT □ David Boies, who defended CBS in its libel suit against General William Westmoreland, discusses what it all meant to journalists and libel law. **PAGE 50.**

OPINION □ Appeals court in Washington details decision in Storer case. **PAGE 57.**

DIVIDING THE PIE □ Claimants make their case for 1983 cable royalties pie. **PAGE 58.**

SPLIT DECISION □ Broadcasters favor, cities oppose FCC plan to pre-empt local authority in regulating home earth stations. **PAGE 60.**

CUTTING BACK □ House authorizes USIA but not at funding level President wanted. **PAGE 60.**

CBS AFFILIATES □ Takeover attempt by Ted Turner and NBC's ratings performance on the minds of CBS affiliates as they meet in San Francisco this week. Network's fall show lineup detailed. **PAGE 64.**

C-BAND COMPETITION □ Four firms are vying for C-band direct satellite market. **PAGE 72.**

COMING ON □ More and more stations are getting on television stereo bandwagon. **PAGE 74.**

BUSINESS MINDS □ Annual meeting of the Broadcast Financial Management Association focuses on new technologies, news and takeover battles. **PAGE 80.**

LOOKING GOOD □ NBC affiliates bask in the glory of finishing second in the prime time ratings. **PAGE 88.**

BULLISH SIGNS □ Forecasters at American Women in Radio and Television convention see bright days ahead for women in the Fifth Estate. **PAGE 96.**

FUNDING FOCUS □ National Public Radio's annual meeting to center on square-one evaluation of funding mechanisms. **PAGE 97.**

RIGHT CHOICE □ Jerry Dominus picked sales over research, the result has proved advantageous for CBS-TV, where he is vice president in charge of that department. **PAGE 119.**

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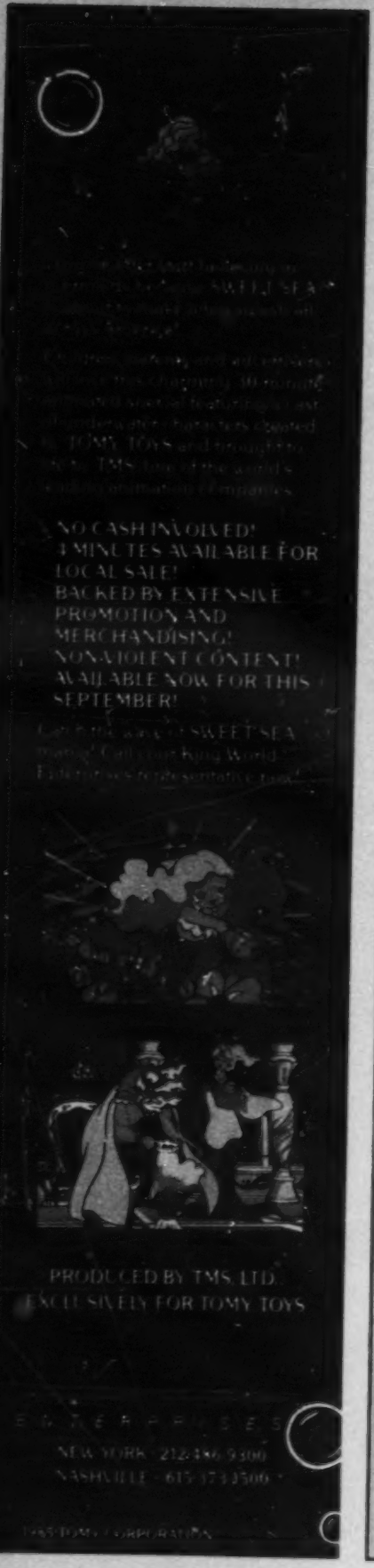
NO CASH INVOLVED!
3 MINUTES AVAILABLE FOR LOCAL SALE!
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EXCLUSIVELY FOR TOMY TOYS

NBC wins third week in a row

For the third consecutive week, and the fifth time in six weeks, NBC won the weekly prime time ratings. Based on Nielsen's National Television Index (NTI) for the week ending May 12, NBC averaged a 14.6 rating and a 25 share. CBS had a 13.8/24 and ABC a 13/22. It was the third week since the end of the 1984-85 prime time season, April 21.

The combined network schedule of 69 programs featured only 25 repeats because the networks were in the midst of the May sweeps. There were 13 specials on the combined network schedule. Only one of the top 10 shows, fourth-ranked ***Family Ties*** (20.9/38), had aired previously.

The combined network rating/share totaled 41.4/71, compared to a 45.5/76.2 for the comparable week a year earlier. HUT (homes using television) levels averaged 58.7, down 3% from 60.3 for the comparable week a year ago.

In the top 10 programs were four NBC shows, including three of the top five, three ABC programs and three CBS programs. NBC won Monday, Tuesday and Thursday; CBS won Friday and Sunday; ABC took Wednesday and Saturday.

NBC's Monday victory was credited to the ***Country Music Awards*** (17.2/27), at 9-11 p.m. (NYT). The special's lead-in, ***TV Bloopers & Practical Jokes*** (15/25), helped, outperforming its competition slightly. The second part of the ABC mini-series, ***Lace***, averaged a 16.4/25, ranking third in the 9-11 p.m. block.

NBC won a traditional Tuesday victory, but for a change, it was based principally on ***Remington Steele***, which averaged a 19.5/32 and ranked sixth for the week, compared to ***A Team***, which averaged a 17.2/30 (down 20% from its season-to-date average) and ***Riptide***, down 11% from its season-to-date average. ***A Team*** ranked 15th and ***Riptide*** ranked 14th. CBS averaged a 10/16.5 for Tuesday evening based on two back-to-back 90-minute specials, ***Bon Voyage***, ***Charlie Brown*** and an American Film Institute salute to Gene Kelly.

With CBS showing a made-for-television movie, ***Going for the Gold—The Bill Johnson Story***, and a special, ***Magic—David Copperfield***, that provided the lowest-rated night on any network (9.2), Wednesday belonged to ABC with the third- and ninth-ranked shows of the week, ***Dynasty*** (21.9/33) and ***Hotel*** (18.5/31).

On the strength of the first hour of its regular schedule, NBC won Thursday night with top-ranked ***The Cosby Show*** and fourth-ranked ***Family Ties*** (20.9/38). The strongest challenge of the night came from CBS's 11th-ranked ***Simon & Simon*** (18.1/30) and its seventh-ranked ***Knots Landing*** (19.2/32), which together took the 9-11 p.m. time period away from NBC.

Friday belonged to CBS on the strength of the week's second-ranked program, ***Dallas*** (22.6/38), and the eighth-ranked ***Falcon Crest*** (19.1/32). CBS faced its only strong competition that night from ***Miami Vice*** (16.3/28) at 10-11 p.m. on NBC, which came in a close second.

Saturday night was a win for ABC, due to a special presentation of the made-for-television movie, ***Letting Go*** (15.1/28) at 9-11 p.m.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	34.1/46
2.	Dallas	CBS	22.6/38
3.	Dynasty	ABC	21.9/33
4.	Family Ties	NBC	20.9/38
5.	First Blood	NBC	19.6/32
6.	Remington Steele	NBC	19.5/32
7.	Knot's Landing	CBS	19.2/32
8.	Falcon Crest	CBS	19.1/32
9.	Hotel	ABC	18.5/31
10.	Malice in Wonderland	CBS	18.3/29
11.	Simon & Simon	CBS	18.1/30
12.	Newhart	CBS	18.1/27
13.	Cheers	NBC	17.9/30
14.	Riptide	NBC	17.4/27
15.	A Team	NBC	17.2/30
16.	Country Music Awards	NBC	17.2/27
17.	Highway to Heaven	NBC	17.1/30
18.	Kate & Allie	CBS	16.9/26
19.	Lace II, part 2	ABC	16.4/25
20.	Miami Vice	NBC	16.3/28
21.	Night Court	NBC	16.0/26
22.	60 Minutes	CBS	15.7/36
23.	Murder, She Wrote	CBS	15.7/29
24.	Death in California, part 1	ABC	15.7/25
25.	Facts of Life	NBC	15.4/24
26.	Letting Go	ABC	15.1/28
27.	TV Bloopers & Practical Jokes	NBC	15.0/25
28.	Scarecrow & Mrs. King	CBS	14.6/25
29.	Cagney & Lacey	CBS	14.6/23
30.	Hill Street Blues	NBC	14.5/24
31.	Who's The Boss?	ABC	14.5/23
32.	Hail to the Chief	ABC	14.0/22
33.	Stars	NBC	13.4/20
34.	World's Funniest Commercial Goofs	ABC	13.3/24
35.	20/20	ABC	13.0/22
36.	American Hero	CBS	12.8/25
37.	99 Ways to Attract the Right Man	ABC	12.5/21
38.	Fall Guy	ABC	12.2/21
39.	Hunter	NBC	12.1/22
40.	Magnum, P.I.	CBS	11.8/21
41.	Gimme a Break	NBC	11.7/22
42.	Webster	ABC	11.5/23
43.	St. Elsewhere	NBC	11.4/19
44.	Hardcastle & McCormick	ABC	11.4/19
45.	Three's A Crowd	ABC	11.3/20
46.	Knight Rider	NBC	11.1/20
47.	Airwolf	CBS	10.5/19
48.	Foulups, Bleeps & Blunders	ABC	10.5/17
49.	Under One Roof	NBC	10.4/19
50.	Mother's Day	CBS	10.3/22
51.	Benson	ABC	10.3/18
52.	Bon Voyage	CBS	10.3/17
53.	Mike Hammer	CBS	10.1/18
54.	Love Boat	ABC	10.0/21
55.	Trivial Pursuit	ABC	9.9/17
56.	Magic of David Copperfield	CBS	9.5/16
57.	AFI Salute to Gene Kelly	CBS	9.6/16
58.	Just Married	ABC	9.3/15
59.	Diff'rent Strokes	NBC	9.1/20
60.	Half-Nelson	NBC	8.8/15
61.	Going for the Gold	CBS	8.9/14
62.	Smurfic Games	NBC	8.8/18
63.	Cover-Up	CBS	8.5/18
64.	Ripley's Believe It Or Not	ABC	7.5/16
65.	Beat Tunes	NBC	7.1/14
66.	Street Hawk	ABC	7.1/13
67.	Me and Mom	ABC	7.1/12
68.	Punky Brewster	NBC	6.7/14
69.	Silver Spoons	NBC	6.3/15

*Indicates premiere episode

■ WEWB (96.7 mhz) Bloomington, Ind.—Granted app. to change ERP to 1.66 kw and change HAAT to 439.52 ft. Action April 30.

■ KLVN (95.9 mhz) Newton, Iowa—Dismissed app. to change TL and change ERP to 2.82 kw. Action April 25.

■ KHOK (100.7 mhz) Hoisington, Kan.—Granted app. to change TL and change HAAT to 894 ft. Action April 26.

■ WAMX (93.7 mhz) Ashland, Ky.—Granted app. to change ERP to 100 kw and change HAAT to 590.4 ft. Action April 30.

■ KROK (92.1 mhz) De Ridder, La.—Granted app. to change SL. Action May 3.

■ WITK (104.7 mhz) Belfast, Me.—Granted app. to change ERP to 10 kw. Action April 30.

■ WJIB (96.9 mhz) Boston—Granted app. to change ERP to 12.3 kw. Action April 30.

■ WXKS-FM (107.9 mhz) Medford, Mass.—Granted app. to change ERP to 23.5 kw. Action April 30.

■ WWCK-FM (105.5 mhz) Flint, Mich.—Granted app. to change ERP to 3 kw. Action April 30.

■ KDEZ (96.1 mhz) Crookston, Minn.—Granted app. to change TL. Action April 1.

■ KBBZ (98.5 mhz) Kalispell, Mont.—Granted app. to change SL to 5838 Highway 93 South, Whitefish, Mont. Action April 24.

■ KXOQ (96.7 mhz) Popular Bluff, Mont.—Granted app. to change TL and change HAAT to 328 ft. Action April 29.

■ KKBB (103.1 mhz) Aurora, Neb.—Granted app. to change TL; change HAAT to 306 ft., and make changes in ant. sys. Action April 30.

■ KMZQ-FM (100.5 mhz) Henderson, Nev.—Granted app. to operate formerly authorized facilities as aux. Action April 30.

■ WKXZ (93.9 mhz) Norwich, N.Y.—Granted app. to change ERP to 26.1 kw and change HAAT to 676.66 ft. Action April 30.

■ KNYN (95.5 mhz) Santa Fe, N.M.—Granted app. to change TL; change ERP to 19.1 kw; change HAAT to 1,851 ft., and make changes in ant. sys. Action April 30.

■ WDAY-FM (93.7 mhz) Fargo, N.D.—Granted app. to install aux. sys. Action April 30.

■ WNUS (107.1 mhz) Belpre, Ohio—Granted app. to change ERP to 2.31 kw. Action April 30.

■ KATT-FM (100.5 mhz) Oklahoma City—Granted app. to operate formerly authorized facilities as aux. Action April 30.

■ KJJK (95.1 mhz) Prineville, Ore.—Granted app. to change HAAT to 473 ft. Action May 6.

■ WIBF-FM (103.9 mhz) Jenkintown, Pa.—Dismissed app. to operate formerly authorized facilities as aux. Action April 29.

■ WRFY-FM (102.5 mhz) Reading, Pa.—Granted app. to change coordinates. Action April 30.

■ WMGZ-FM (95.9 mhz) Sharpsville, Pa.—Granted app. to change HAAT to 328 ft. and change ERP to 3 kw. Action May 2.

■ WGMR (101.1 mhz) Tyrone, Pa.—Granted app. to change ERP to 8.5 kw. Action April 30.

■ WGSX (94.7 mhz) Bayamon, P.R.—Granted app. to change ERP to 32.5 kw; change HAAT to 1,766 ft., and make changes in ant. sys. Action April 29.

■ WAZX (106.3 mhz) Georgetown, S.C.—Granted app. to change TL and change HAAT to 328 ft. Action April 29.

■ WJSO-FM (99.3 mhz) Elizabethton, Tenn.—Granted app. to change TL; change ERP to 2.47 kw; change HAAT to 328 ft., and make changes in ant. sys. Action May 1.

■ WQLA (104.9 mhz) Lafollette, Tenn.—Dismissed app. to install new transmission sys. Action April 26.

■ WZLT (99.3 mhz) Lexington, Tenn.—Dismissed app. to change TL and change HAAT to 275 ft. Action April 30.

■ WMC-FM (99.7 mhz) Memphis—Granted app. to operate formerly authorized facilities as aux. Action April 30.

■ KORA-FM (98.3 mhz) Bryan, Tex.—Dismissed app. to change ERP to .95 kw and change HAAT to 486.1 ft. Action April 29.

■ KDXS-FM (93.3 mhz) Killeen, Tex.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 1,968 ft. Action May 7.

■ *KUER-FM (90.1 mhz) Salt Lake City—Granted app. to build new tower, 142 ft., with new high power ant. and old low power standby ant. Action April 30.

■ WVVV (104.9 mhz) Blacksburg, Va.—Granted app. to change ERP to 3 kw. Action April 30.

■ *WMRA (90.7 mhz) Harrisonburg, Va.—Granted app. to change ERP to 24.5 kw and change HAAT to 710 ft. Action April 30.

■ KMPS-FM (94.1 mhz) Seattle—Granted app. to install new transmission sys. Action May 6.

■ WCIR-FM (103.7 mhz) Beckley, W. Va.—Dismissed app. to operate formerly authorized facilities as aux. Action April 26.

■ WSCW-FM (100.9 mhz) South Charleston, W. Va.—Granted app. to change TL. Action April 30.

TV's

■ KSBW-TV (ch. 8) Salinas, Calif.—Granted app. to use former main ant. as aux. ant. Action April 30.

■ *WLRN-TV (ch. 17) Miami—Granted app. to replace aural and visual exciter. Action April 30.

■ WFDG (ch. 28) New Bedford, Mass.—Granted app. to change ERP to vis. 5,000 kw, aur. 250 kw and move main SL outside community of lic. Action April 30.

■ KMSP-TV (ch. 9) Minneapolis—Granted app. to change HAAT to 1,427 ft. and install circular polarized ant. on existing tower. Action April 30.

■ WNYB-TV (ch. 49) Buffalo, N.Y.—Granted app. to change ERP to vis. 2,690 kw, aur. 269 kw; change HAAT to 1,330 ft., and change TL. Action April 30.

■ *WSBE-TV (ch. 36) Providence, R.I.—Granted app. to change ERP to vis. 1,221.6 kw, aur. 122.16 kw; change HAAT to 597.7 ft.; change ant., and change transmitter. Action April 30.

■ WTAT-TV (ch. 24) Charleston, S.C.—Granted app. to change HAAT to 1,630 ft.; change ant., and change TL. Action April 30.

Call Letters

Applications

Call	Sought by
	New FM's
WOVU	Ocean View Broadcasting Co., Ocean View, Del.
WML	Wrightsville Broadcasting Co., Wrightsville, Ga.
*KZRW	Idaho Educational Broadcasting Foundation, Payette, Idaho
KCBL	Barrun Broadcasting Inc., Natchitoches, La.
*WWS-FM	Elizabeth City State University, Elizabeth City, N.C.
*WCVW	Belpre Educational Foundation, Belpre, Ohio
WCLC-FM	Jamestown Broadcasting Co., Jamestown, Tenn.
*KACU	Abilene Christian University, Abilene, Tex.
	Existing FM
WWSH	WVCD The Lucerne Co., Hazelton, Pa.
	Existing TV
WYZZ-TV	WBLN Bloomington Comco Inc., Bloomington, Ill.

Grants

Call	Assigned to
	New FM's
*WAPN	Public Radio Inc., Holly Hill, Fla.
WCPC	WSCE Inc., Wickliffe, Ky.
*KCMF	Montana Educational Broadcasting, Great Falls, Mont.
*KSWP	Lufkin Educational Broadcasting Foundation, Lufkin, Tex.
*KMQX	Springtown Educational Broadcasting Foundation, Springtown, Tex.
*KHWL	Heritage Educational Foundation of Wyoming, Laramie, Wyo.
	New TV's
WJOE	Marianna Television Inc., Marianna, Fla.
	Existing AM's
KDBL	KWSR Susan K. Hughes and Stephen L. Hughes, Rifle, Colo.
WIGL	WHGI Amreorp Communications of Georgia Inc., Augusta, Ga.
WWWJ	WKKX Omnia Corp., Paoli, Ind.
WIDG	WGAM Mighty-Mac Broadcasting Co., St. Ignace, Mich.
WWI	WSBX Wave Communications Corp., Portsmouth, N.H.
WTCR	WHEZ CRB of Kentucky Inc., Kenova, W. Va.
	Existing FM's
KDBL-FM	KDBL Susan K. Hughes, Rifle, Colo.
*WMHS	WRSF Miamisburg City School Distric Board of Education, Miamisburg, Ohio
WZNY	WFMG Amreorp Communications of Georgia Inc., Augusta, Ga.
KUUB	Colleen F. Bee, Bozeman, Mont.
WKNE-FM	WNBX-FM WKNE Corp., Keene, N.H.
KQSP	KICN Inland Empire Broadcasting Inc., Spokane, Wash.
WTCR-FM	WTCR CRB Broadcasting of West Virginia Inc., Huntington, W. Va.

In Contest

Review board made following decision:

■ Olympia, Wash., (Marrow Enterprises Inc. and Three Cities FM Inc.), FM proceeding. Scheduled oral argument for May 24 on exceptions to initial decision of ALJ John H. Conlin granting app. of Three Cities FM Inc. for new FM at

Summary of broadcasting as of March 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,778	170	4,948
Commercial FM	3,757	418	4,175
Educational FM	1,186	173	1,359
Total Radio	9,720	761	10,481
FM translators	789	444	1,233
Commercial VHF TV	539	20	562
Commercial UHF TV	370	222	592
Educational VHF TV	115	3	118
Educational UHF TV	182	75	257
Total TV	1,206	273	1,479
VHF LPTV	217	74	291
UHF LPTV	123	136	259
Total LPTV	340	210	550
VHF translators	2,888	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,330	68	12,397
Aural STL & Intercity relay	2,836	166	3,002

* Includes off-air licenses.